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CPYRGHT

No 'Memoirs of Letitia' Until Mrs. JFK Publishes

CPYRGHT BY MARGARET WEAVER

There have been some changes made in Letitia Baldrige's life since she was Mrs. John Kennedy's social secretary in the White House.

Now head of her own public relations firm in Chicago, she is married to Robert Hollensteiner and the mother of a 10-month-old daughter, Clare.



Mrs. Weaver

The six-foot tall, blond Vassar graduate is in Cincinnati today speaking to the Westwood Women's Club. "My talk is a collection of reminiscences of the really marvelous jobs I've had," she said in an interview at the Terrace Hilton.

AT 21 SHE was in Paris as social secretary to U. S. Ambassador and Mrs. David Bruce, who are now in London. She was then with the CIA in Washington, D. C., went to Rome as Clare Booth Luce's social secretary and returned as the first public relations director and first woman executive of Tiffany's in New York.

Miss Baldrige wrote a book, "Roman Candle" about her experiences with Clare Booth Luce, but has no intention of writing about her experiences in the White House.

"I feel that Mrs. Kennedy should bring out her



LETITIA BALDRIGE

own book first. I think some day she will and I hope she does because she's such a marvelous writer."

HER GREATEST promotion at Tiffany's had executives shuddering. To publicize a ceramic bird exhibit by Edward Marshall Boehm, she borrowed his live tropical birds for display in a six-foot-tall Victorian bird

cage. Some escaped on 57th street and started New York on a bird hunt that made newspaper headlines.

WHEN NBC came to Tiffany's to televise the remainder, the lights so frightened the little whydahs that two squeezed through the bars and went swooping in fright through the chinaware and crystal displays.

The outdoor search for missing whydahs "had all the children of New York bringing dead sparrows to Tiffany's," Miss Baldrige said. "I gave the youngsters Tiffany boxes to use for burying them."

Miss Baldrige believes it takes imagination for women to succeed in public relations work, but that the opportunity, particularly in the midwest is enormous. "You may have to eat humble pie the first year, but if you prove that you can implement programs you can up your ante."

Her Chicago accounts are the Merchandise Mart, Elizabeth Arden, Sears Roebuck and Quaker Oats. Her working life is more hectic "now that I have someone other than myself to consider."

SHE AND her realtor husband live in an apartment on Lincoln Park drive and Michigan avenue where their English nanny takes little Clare for outings in a proper pram. "She wouldn't be caught dead with a garish pram," said Miss Baldrige.